JOSHUA JOURNAL

GATEWAY TO THE JOSHUA TREE NATIONAL MONUMENT

Published Weekly in the Interest of the Most Livable and Fastest Growing Area of the Great American Desert

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People Are Desert Minded

That people are desert minded and want to know more about the advantages of desert living was clearly shown over the double week-end holiday.

Hundreds of people motored out from the city to the Joshua Tree Desert area over the week end to take advantage of the two-day holiday and desert sunshine. Accommodations in Joshua Tree, Morongo Valley and Yucca Valley were filled to overflowing.

Not all the people were old timers, but a very large portion were people with a newly awakened interest in the desert and came seeking information as well as recreation.

The Joshua Tree Townsite office had the busiest two days in its history, according to C.A. Mitchell, tract manager, and the questions asked ran from weather to building sites, and health to business openings.

The desert is beautiful now with its carpet of yellow flowers and bright fresh green foliage. Many were the expressions of surprise heard on all sides, about the beauty of our desert. Most of the first timers expected to find the landscape dry and the vegetation dull, and could not help expressing their surprise. The present beauty and flowers of the desert are a little unusual at this time of the year and is due to the rains we had a couple of weeks ago. They brought about what amounts to a second springtime.

Opportunity

Many people living in the city and experiencing the overcrowding brought about by the war, are tired of it and are seeking a place to live that

(Continued on Page 2)

GREETINGS

WE ARE PROUD to present Vol. 1, No. 1, of the JOSHUA JOURNAL.

We hope you will like it. We want to thank our advertisers who have so generously supported our modest beginning, and the citizens of Joshua Tree who have shown their support by coming forward with Paid-Up Subscriptions.

This is your Newspaper. It's here to help you. Make use of it. Give us advice or ask our advice, either way you are welcome.

POLICY

THE JOSHUA JOURNAL will be published weekly on Thursday, in the interest of the most LIVABLE and FASTEST-GROWING area of the Great American Desert. That interest extends from Twentynine Palms on the east of us to and including the Morongo Valley on the west.

We are open to anything that will be for the good of everybody and will promote the growth, health and prosperity of our area.

We have no ties to any person, group, or proposition except JOSHUA TREE and its surrounding territory. Politically we are STRICTLY AMERICAN.

Again, we hope you will like our paper and we will try to make each succeeding issue better than the last.

Now let's have that subscription. Thank YOU.

STEWART GEAR, Editor

VACATION DAYS ARE OVER

Back to School Monday

Vacation days are over for Junior and next Monday the big yellow busses will be on hand to take him back to school.

Joshua Tree children will go to Twentynine Palms as usual this year. The big yellow bus transportation system is a great improvement over the old one-room schoolhouse dotting the countryside, with one teacher trying to do a good job teaching all grades to a handful of pupils.

Advantages

With our transportation system the children of the countryside and small community can get full advantage of the larger, better organized, better equipped schools. The modern school teacher is a specialist. Each one is prepared to train children of a given age group, and to present a given subject in a manner best suited to that age group. That was a near impossibility in the one-room school days.

Of secondary importance, but a vital factor, is the fact that these added advantages actually cost the taxpayers less money, and enable our school authorities to provide better facilities and a more comprehensive curriculum than would be possible even to the larger schools, such as Twentynine Palms under the old system.

The people of Joshua Tree are watching with interest the growth of our town and the countryside, and predict it will not be many years until our school population will justify a first-rate school and teachers, and thereby shorten the daily trips of the school busses.

Avoid Accidents

The school authorities have sounded a warning to motorists to watch for the big yellow school busses and avoid accidents. Drivers are asked to be especially careful about passing school busses when they are stopped to discharge their precious charges. Children are full of pep and naturally heedless of danger, so it is up to the more mature mind of the motorcar driver to look out for them, and avoid needless accidents

—oOo—

Try To Open Mines In Monument

(Banning Record)

Indications that the mining interests of California think the time has come to re-open the mines in Joshua Tree National Monument, closed when the Monument was established, are revealed in a statement prepared by Elmer E. Dunn, well-known mining man in the Southwest.

In his statement, Mr. Dunn declares that the Western Mining Council will support a movement to re-open the Monument to mining and that is is planned to form a chapter of the council in Riverside at a meeting early in September, probably September 6, at which time J. P. Hall, president of the Western Mining Council and publisher of the California Mining Journal will be in Riverside.

Mr. Dunn in a statement prepared for the press, declares that the 838,258-acre Monument contains 7000 old abandoned mines, according to literature published by the government, and that one newspaper near the Monument, the major part of which is in Riverside county, estimates the number at 10,000.

Attractive Court

Mr. and Mrs. F. B. Linthacum and son of Long Beach spent their vacation in a trailer on their property here.

While here Mr. Linthacum had the Moninger Draughting Service make plans for an ultra modern court and home to be built on their large lot. The home and units have been especially designed for desert living and contain many features unique to court units, that will add materially to the comfort of guests.

Mr. Linthacum expects to return in about two weeks, and if labor can be secured will start construction at once.

—oOo—

Contractor, Builder Buys in Joshua Tree

L. B. Pfeiffer, contractor and builder of homes in and around Los Angeles has purchased a homesite in Joshua Tree. He says he intends to build his home right away and move his family here.

Mr. Pfeiffer says he will enter the building business here, specializing in small homes and court units. There is ample material available or soon to be available, but his greatest problem, he says, is mechanics. However, he hopes to recruit many of his old crew, who left building construction to go into the war plants.

New Modern Cafe for Joshua Tree

MODEL RESTAURANT BUILDING CONSTRUCTION RUSHED

Joshua Tree is soon to have a new modern eating place that will be a credit to the town as well as the owners.

Mr. and Mrs. J. H. Rice are rushing to completion their model restaurant building, located on Twentynine Palms Hiway one and one-half blocks east of Park Boulevard. They hope to have everything ready for a grand opening on September 24.

The building and fixtures were designed by The Moninger Draughting Service, and is said to be the last word in attractive appearance, comfort and convenience.

The attractive interior will be of Western Rustic design with fixtures to harmonize. Mr. Rice says the fixtures are to be built in Joshua Tree, too.

The kitchen is to be furnished with the most modern cooking and refrigerating equipment obtainable.

Mr. Rice says they will have seating capacity for 24 at the start but he has made provision to add to that capacity as the town grows or business demands more space.

The Rices operated an attractive and popular eating place in Placentia, California, for four years.

Mrs. Rice who was chief

(Continued on Page 3)

Distinguished Guest

Mrs. Ann Brown and daughter Marilyn of North Hollywood were the guests of Dr. J. Carl Cummings at the Coulter Guest House on the week end.

Mrs. Brown is a singer and star on the stage and radio. Before her retirement Mrs. Brown had toured the United States, Europe and Canada making stage appearances in all the principal cities. She now has a music arrangement studio in North Hollywood, and is also a song publisher.

Increased Activity

Chester R. Bunker of the Bunker Land Co., says that the change of ownership of land in Joshua Tree and vicinity since V-J day indicates a period of increased activity in building construction is just ahead.

With the release of gasoline, he says the number of people seeking building sites has been increasing daily, and sales in his office show that these people are really desert minded, and looking for either a business location or a better place to live.

LIKES THE DESERT

E. R. Bartlett, retired topographic engineer of Los Angeles is spending a week in Joshua Tree.

Asked if he was here on business, he said he had no particular reason for coming, except, that he just likes Joshua Tree and the desert, and that he likes to roam around where he has plenty of room.

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PUBLISHED EVERY THURSDAY

By the

JOSHUA JOURNAL PUBLISHING COMPANY

JOSHUA TREE - CALIFORNIA

STEWART GEAR - Editor and Manager

SUBSCRIPTION RATES
1 Year $2.00 - 2 Years $3.00

Why I Am Publishing A Newspaper at Joshua Tree

I am publishing a newspaper at JOSHUA TREE because I like the town.

I like the spot picked by its founders for the town; I like the way they have laid it out. I like the desert, the air, the sunshine, the wide expanse of the far horizon. Above all I like the spirit and enterprise of the builders of Joshua Tree.

I like pioneering, and here is pioneering at its best. What could be more glorious than to start from scratch with a few raw materials and a lot of determination, and have a hand in building a new town in the most LIVABLE spot in the Great American Desert?

The future of Joshua Tree rests largely with the pioneers. Those who came here first. If thru this weekly sheet I can help you realize your dream of building a desert city, beautiful, healthful, prosperous and a mecca for the tourist and the seeker after health and better living, I, too, will have realized a dream of long standing.

I believe in the future of Joshua Tree. I want to have a hand in the moulding of public opinion within the sphere of circulation of the JOSHUA JOURNAL. I want to have a hand in promoting harmony among our citizens, to criticize when that criticism can be constructive, and to pat on the back when a pat is due.

I want to add to your joy of living by bringing to you news of what your neighbor is doing, of people and things in the surrounding country. To make you laugh but never cry, I hope. To make you proud but never sorry. If I can succeed in but a small way, I too, will have added to my own joy of living.

THAT IS WHY I AM PUBLISHING A NEWSPAPER AT JOSHUA TREE.

VISITORS

Your editor enjoyed a very pleasant call Sunday by Mr. and Mrs. Homer L. Stuart, owners and publishers of the Desert Sentinel in Desert Hot Springs. Fine people and deserve a lot of credit for the fine paper they get out.

Congratulations to them on their fourth anniversary number and four successful years. Please call again.

—oOo—

Know your desert — Subscribe now. The Joshua Journal $2 per year.

Know Your Neighbor

By Alice Powell Beckford

Everyone in Joshua Tree thinks they know Joe at the service station, but just how well do you know him? Have you ever tried to see him as a friendly neighbor instead of just someone to depend on when you need gasoline or the 101 other things carried in the little store? Joe is really quite a fellow when you get inside his thoughts and realize his likes and dislikes.

Joe Kasal was born in St. Louis, Missouri. He went to high school there and took a night course in chemistry. His first position was as office boy in a shoe factory in his home city. However, Joe did not stay long in that position as his attention to duty and diligence was recognized and he became a shoe cutter and from there was made foreman of the cutting room.

Approximately 10 years ago he came to California. His health was none too good and he was forced to rest about a year before being able to work again. He accepted a position with the California Sports Wear as a coat cutter, where he became known by his associates as "The Miracle Man" when it came to close cutting on the footage of leather.

Joe is a dreamer, he built his air castles, but he did not stop there. He went confidently forward in the direction of his dreams and started to put foundations under them. He realized the commencement of his ambitions when he moved to Joshua Tree. Here he could be close to nature; here he really began to live! His position in the little store gave him the outlet he had always craved: to sell things. The fresh air and good water worked wonders with his health, and his communion with Nature and the quietness of the desert helped him to bring his dreams into fulfillment and have brought him much enjoyment in the common hours.

Joe is broad minded and values friendship very highly. His main aversion is debt he would rather do without than go in debt for it. He is interested in world events and is a great reader, always choosing books on history. Yes, Joe's quite a fellow when you really know him.

Desert Minded

(Continued from Page 1)

will be free of the disagreeable fumes of the city, the crowding and hustle bustle and competition. They are coming to realize that on the desert you have freedom, room to move about. That the air is fresh and the sun shines. There is no fog, no dull overcast days for weeks on end. That there is opportunity for business with less capital than can be found in any city.

One of the first timers when interviewed said: "I have heard a lot about the desert, but I always thot the desert was hot and dry and dusty and that nothing grew on it, but this is just like a garden. The air is so clear and fresh, even when it is hot. I think I would like to live out here."

Interviewing some of the old timers, that is, men and women who have been on the desert before as to why they came to the desert for a holiday, the most common reply was: "I wanted to get some fresh air, and get away from the smog in the city. Besides I love the desert." Many expressed a desire to move to the dsert as soon as they could arrange business interests so it would be possible.

More people will become desert minded as we settle back to peace time living and they learn from their friends the many advantages of healthful desert living.

—oOo—

DESERT TRAILER DOC

WOW! What a time when some one falls in a cactus, and Dr. Cummings comes running, in robe and bare feet, with bag in his hand, to pick the needles out of the other guy's feet.

But the climax comes when Verna has to get her tweezers to pick the needles out of the Desert Trailer Doc's feet.

O! BOY! What a time.

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CHESTER R. BUNKER
PRESIDENT

BUILDING NEWS

While the war was on and building material and labor scarce as hens' teeth many things less than standard in construction methods and appearance had to be tolerated.

The war is over now and already the material market is easing up and we hope soon to be able to say the same thing about labor. For the sake of health, safety, appearance, as well as our investment let's get busy and correct the less than standard features of what ever we have already constructed, before state or county inspectors come along and condemn the whole business.

In our new construction let's accept nothing less than the best. That's only common sense. Every home builder thinks he knows just what he wants in the way of interior arrangement and exterior design and proceeds to make a drawing to work by. That's fine as far as it goes, but, does he know all the requirements of the standard building codes and safety laws?

San Bernardino county does not at present have a building code for single- and double-family residences, but the state of California does have a standard building code that applies in such cases. That cade was written for your protection. In the construction details of your projected new home, do you know how to make it earthquake proof? Are you sure your design conforms to the requirements as to window openings, minimum air space in sleeping rooms, wind stress on your roof, as well as wind stress on the whole building?

Do you know how to adapt your design to gain the most in cross ventilation, so necessary in our climate, and how about insulation without wasting a lot of money thru faulty application? Does your exterior design harmonize with the general scheme of design in your townsite? Unless you are an expert and can answer all those questions with a positive "yes," you will save money and have a more livable house if you will consult an expert designer.

FULL HOUSE

The double week-end holiday found the Coulter Guest House filled to overflowing.

Dr. J. Carl Cummings of Los Angeles who had as his guests Mrs. Ann Brown and daughter Marilyn of North Hollywood.

Mr. and Mrs. A. Chafflin Barlow of the Ace Trading Post, Glendale.

Dr. L. C. Austin of Los Angeles.

Miss Betty Parsons, L. A.

Mr. and Mrs. Alonzo Stannard, Downey.

Mr. and Mrs. Leonard Abel, Glendale.

Mr. and Mrs. Harry LaBrash of Glendale.

New Cafe

(Continued from Page 1)

cook at the famous Haiber Cafe in Placentia for six years before opening her former place there, will do the cooking in the new cafe here and will feature her home-baked pastry for which she has an outstanding reputation. Mr. Rice will be fry cook and manage the front end.

The Rices are not exactly newcomers in Joshua Tree, having owned 10 acres of desert land adjoining the townsite for the last 15 years and long before there was a town of Joshua Tree. Both of them expressed their love for this part of the desert, and are amazed at the rapid progress being made in Joshua Tree.

BREEZING AROUND

By MAUDE A. FOX

It was nice to see Joshua Tree's young Gob, Billy Coulter flitting here and there with bell bottom trousers whipping the breeze. Bill spent a five-day furlough with his parents Mr. and Mrs. John Coulter. From here he sails for Japan to help General MacArthur teach the Japs to say "Uncle."

* * *

Mrs. Jack Lawther left Saturday for a visit with her sister in Pasadena. It is Mrs. Lawther's first "trip out" since landing here 13 months ago. All of which speaks well for her regard for the desert.

* * *

Chris Sorensen, our new barber, surely had a problem on his hands with his first customer, Chet Bunker. Mr. Bunker eased himself into the chair and demanded, "I want a hair cut." You know the customer is always right, and Chris says, "Well, anyway, it was a swell job of polishing."

* * *

Mr. and Mrs. Bud Lyday have purchased the business lot just east of the Company's office, on the highway. They plan a two-story building with a 50-foot frontage. The lower part of the building will house two store rooms while the upper part will be devoted to offices. Dr. Gardner, well-known optometrist of Los Angeles, has already spoken for one of the offices. Doctor and Mrs. Gardner have a home here in the course of construction in Joshua Tree.

* * *

They say Denny Martin had his young son down at the block machine the other day. Probably coaching him in the proper mixture for cement blocks. They say young Tommit smiled wisely and nodded his young head.

Frank Batters states that the water company is getting ready for the installation of a new water tank, four times the capacity of the present one. This should take care of our water needs for some time to come.

* * *

Mr. and Mrs. Jack Crane returned here Friday from Los Angeles after a successful buying trip. Jack states he will have 70,000 feet of lumber here on the ground within the next four weeks.

* * *

The Fox's really had a full house over the holiday. Their son, Everett Jumper and wife and three little daughters of San Gabriel were here three days, while Mr. and Mrs. Art Peet and nephew Jimmie Knight of Balboa spent Sunday with them. All picnicked in the Monument Sunday and were caught in the downpour coming home. It was a lark for the visitors so a good time was had by all.

* * *

Mrs. Alice Beckford was one of the busiest of women over the week end, with every room full, and overflows on patios, porches, and under the pepper tree.

* * *

The clubhouse really bulged over the three-day holiday. Among out-of-town guests were Miss Lucile Smith and party of three, Charles Gregg and sister Zelma, Mrs. Chester Bunker, Mrs. Steve Moninger, Mr. Louis Rogers, E. Z. Bartell, and R. W. Phillip.

It's "Grandpappy" Overbay these days. Yes sir, Mr. and Mrs. Overbay are the proud grandparents of a baby granddaughter named Ann Overbay Jones. The baby was born Aug. 27 to Mr. and Mrs. Harlow Jones of Twentynine Palms. Mrs. Jones was the former Onie Overbay of Yucca Valley.

* * *

Did you ever see any of the beautiful portraits taken by Mr. Gear? He has a regular photograph gallery in his home. His collection is well worth seeing.

* * *

Soon we will see a sign in Lyday's store, "Please don't wheel your babies in the baskets!"

* * *

A lot of us were surprised to see Charles Gregg here this week end. Charlie used to deal out groceries when the store was in the service station, in the early days of Joshua Tree. In those days Charlie seemed as much a part of Joshua Tree as the Joshuas themselves. It was good to see him again.

* * *

These days Fred Moninger never knows when he comes down from the Monument in the morning if the same road will be there when he goes back at night.

—oOo—

Know your desert — Subscribe now. Joshua Journal, $2 per year.

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Good Luck to Our Joshua Journal

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BRANCH OFFICE, COULTER'S GUEST HOUSE
Coulter's Guest House
Apartments With the Homelike Atmosphere
JOSHUA TREE

PLANTS THAT GROW ON THE DESERT

By MAUDE A. FOX

Some plants are like some people, they just don't like the desert. But a lot of plants are like a lot of people—they love the desert and thrive there.

The Canna belongs to the Banana family. They should be planted in the late spring about 18 inches apart, and make a fine background plant. They do exceptionally well on this desert, and really need little care. Out here where color means so much to the eye, they make a brilliant hedge, with their variation of colors. The Canna loves plant foods. The more they are enriched, the more beautiful they are. And like most quick-growing plants, they are thirsty "critters."

While we are speaking of Cannas, we have a small Banana tree shooting right up. If cut back before frost it should really go skyward next spring. It might even bear bananas! If so we will have a banana party at Fox's Den, for all of Jushua Tree.

Everyone is familiar with the Oleander. It does its darndest to outdo every other plant on the desert and should be given full reign. Every home in Joshua Tree should sport two or three of these fragrant, satisfactory flowering shrubs. With proper care they can be made into a nice little tree. They are one of the most colorful of all desert shrubs.

The Cassia Artemesoides is primarily a desert shrub. It grows about five feet tall with feathery grey green foliage. It blooms practically all spring and way up into the summer. It is a lovely sight when covered with canary yellow cup-like blooms, with a touch of brown in the centers. It is one of the most attractive shrubs you can have in your garden. It also likes some fertilizer, and a drink of water ever so often. It has the dainty fragrance of a tropical plant, and makes a nice bouquet.

Maybe next week we will tell you about some more shrubs, plants or trees that grow well here in Joshua Tree. So long till then!

C. K. ERRETT OPENS BRANCH OFFICE

C. K. Errett, accountant and tax counsellor of Banning is opening a branch office at the Coulter Guest House in Joshua Tree.

Mr. Errett has been in Banning for several years. He has handled accounts and tax service in the Morongo Valley, Yucca Valley and Twentynine Palms in recent years and his many friends here will welcome him in opening a branch office.

He will make periodic trips here and appointments can be made at the Coulter Guest House.

NOTHING TO FEAR

Mr. and Mrs. L. B. Pfeiffer of Los Angeles, but soon to be residents of Joshua Tree called at the Joshua Journal office to learn about reptiles of the desert.

Mrs. Pfeiffer to whom desert living is a new experience, was worried over stories she had heard of things on the desert that bite. She was quite happy when she learned that Joshua Tree is remarkably free of poisonous reptiles and that the few insects that are occasionally encountered are no more harmful than the honey bee which occasionally sits down with his stinger exposed.

JUST THINKING

By THE PACK RAT

The man or woman who continues to harbor pettiness, greed, malice, anger, hatred and envy in their hearts, is not suited to desert living.

If the broad expanse of the desert with its clean, pure atmosphere, the bright sunshine with its purifying, health-giving rays, do not eliminate such diseases from your system in short order, and give you a broader, cleaner, happier concept of life and living, your case is hopeless.

The sheer joy of living under the boundless blue skies of the desert, wonderful sunshine, expanse of colorless vegitation, and room to stretch and fill our lungs with this wonderful air is beyond description.

—oOo—

ASSEMBLYMAN FLETCHER VISITS

Carl Fletcher of Long Beach assemblyman from the seventy-first district spent the week end in the desert and called on the Joshua Journal.

Mr. Fletcher's principal interest lies in the Morongo Valley, but was much interested in the rapid growth of Joshua Tree, and predicted a rapid growth and great future for the whole Joshua Tree area.

—oOo—

RETURNING TO DUTY

The Coulters left on Sunday to take their son John, Jr., to Los Angeles to catch a train back to his ship, after his furlough home.

He will be sailing in the next few days and asked that all his desert friends write him so that he can keep up with the Joshua Tree news. His mother will have his new address within a few days.

—oOo—

Classified Ads Get Results

CLASSIFIED

RATES 1c per word - 4 issues 3c per word

TO RENT

USE CLASSIFIED ADS to rent that house or room.

WANTED

ONE or two kittens just old enough to wean. Call Joshua Journal.

FOR SALE

USE CLASSIFIED ADS to sell that surplus article or piece of equipment.

ORDERS taken for Letterheads and all kinds of Job Printing. Joshua Journal office.

HOUSES FOR SALE

1 MODERN cement-block house, tile roof, large patio. Good view; two bedrooms. $6500.

1 MODERN cement-brick house; lots of glass. $4200.

1 STUCCO four-room house; good bath and kitchen. $3200.

BUNKER LAND CO.

JOSHUA TREE - CALIFORNIA
Mail Address via Whitewater

TRY A CLASSIFIED AD

NEW RESIDENT

Joshua Tree has another new resident and will soon have another new home.

Mrs. Henry L. Johnson and two sons have moved to Joshua Tree and have erected a tent-house to live in while their new home is being built. Mr. and Mrs. Johnson first came here about three weeks ago and liked the desert so well they purchased their homsite before going back to Los Angeles.

Mrs. Johnson says she "Just couldn't wait until the house was finished but wants to watch it go up and enjoy the desert at the same time."

—oOo—

Classified ads cost little Pay BIG!

29 PALMS THEATRE

Show Starts 8 o'Clock

Friday-Saturday Sept. 7-8
Medal for Benny
Sunday-Monday Sept. 9-10
Valley of Decision
Tuesday-Wed. Sept. 11-12
Escape in the Desert
Friday-Saturday Sep 14-15
Son of Lassie
Sunday-Monday Sep 16-17
Here Come the Coeds

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Fox's Joshua Tree Nurseries

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JOSHUA TREE

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640 acres (Sec 9-1N 7E) $8 per acre

640 acres (Sec 31-2N-7E) $9 per acre

640 acres (Sec 15-2N 6E) $6 per acre

640 acres (Sec 13-1N-6E) $8 per acre

640 acres (Sec 7-1N-7E) $8 per acre

320 acres (Sec 11-1N-6E) $6 per acre

SMALL TRACTS OF LAND FOR SALE NEAR JOSHUA TREE

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